

# SELLING Points

LOTTERY RETAILER NEWSLETTER | February 2015 Vol. 15, No. 8

[sceducationlottery.com](http://sceducationlottery.com)



**Win \$1 MILLION instantly or in a second-chance drawing!**

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18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

 **South Carolina  
Education  
Lottery®**

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# Dear Retailers,

We ushered in 2015 with an exciting new game. **Lucky for Life** may have been born in New England, but it’s certainly found a home here in the South. Retailers, the hospitality and enthusiasm you’ve shown this game out of the gates has been incredible. Thank you!

I imagine you’ve found there’s a lot to like about this one. **Lucky for Life’s** \$1,000 a day for life top prize is appealing. The play style is simple. And South Carolina is the only state around selling **Lucky for Life** tickets. For \$2, this game is hard to beat. And I can’t wait for you to make someone a lucky winner for LIFE!

On the topic of winners, **Million Dollar Series** is slated to create four new millionaires this year. This \$10 instant game has a fun twist, three unique tickets: *Million Dollar Cash*, *Million Dollar Payday* and *Million Dollar Mania*. As your players have come to expect, this game offers a second-chance drawing for a chance to win \$1 million.

I look forward to sharing even more winning moments with you this year. Enjoy what 2015 has in store and know that your contributions make a tremendous difference!

All my best,  
**Paula Harper Bethea**  
Executive Director



Would you like to speak with Paula Harper Bethea, contact Holli Armstrong at 803-737-4419.



## THE Scratch Sheet

By Mike Soper, Coastal MSR

PLAY STATION	TERMINAL PAPER	OVERSIZED TICKETS	ACTIVATE INSTANTS	CASH	END OF GAME ANNOUNCEMENTS
The play station in your store is set in a PLAN-O-GRAM much like your coke and beer coolers. Please display all information that the Lottery places in or on the play station.	Do NOT borrow or give another retailer your terminal paper. <u>Terminal paper is retailer specific.</u> Please be sure you have enough terminal paper on hand. Order more when you open the last box.	The oversized instant ticket cards you receive with weekly ticket orders are to be put on the rings on the side of the play station. This is a requirement for the Lottery to provide detailed game information to players.	Please <u>activate</u> your scratch tickets before selling them. If tickets are sold from an unactivated pack of an ended game, credit may not be issued.	Lottery tickets can ONLY be purchased with cash. Checks, credit and debit cards are not accepted.  <u>CASHING TICKETS:</u> By contract, retailers MUST cash and redeem winning tickets up to and including \$500. Players <u>prefer cash</u> but can be paid by check or money order. Discuss any cashing issues with your Sales Rep.	Our Lottery ends scratch games when the last top prize is claimed in a specific game. Retailers MUST adhere to the requirements of ending all sales of these games when a terminal message is received. The last day to sell is the “LAST DAY TO SELL” and the tickets must be removed from your dispenser at that time.

*The fun is in the winning, but we know effort goes into selling that winning ticket. To ensure sales run smoothly for you and your customers, practice these good habits.*

## NEW Single Game Launch Process

There are instances when the Lottery needs to launch a new game outside of the normal game launch and retailer allocation schedule. When the Lottery needs to quickly release a game like Bingo or Crossword or a \$10 ticket, the Scientific Games Warehouse will allocate a single game just like they do new game launches. The single game will be packaged and delivered to all retailers on Tues-

days. A terminal message will be sent to all retailers on the Monday before the Tuesday delivery to let you know you will be receiving the single new game. **Please talk with your Marketing and Sales Representative if you have any questions.**

## MILLION DOLLAR SERIES

### One NEW \$1 MILLION Game... Three Exciting Ways to Play!

By Leila Wilson, Product Specialist

The South Carolina Education Lottery’s newest \$1 million game, **MILLION DOLLAR SERIES**, launches February 24. This colorful and cash packed game shakes it up with three different game faces, **Million Dollar Cash**, **Million Dollar Payday** and **Million Dollar Mania**...all with fun instant bonus boxes for that extra chance to win!

There’s more....those non-winning **Million Dollar Cash**, **Million Dollar Payday** and **Million Dollar Mania** tickets can be entered into the **MILLION DOLLAR SERIES** second-chance drawing for a chance to win the final \$1 MILLION cash prize. Entering is easy! Tickets can be entered online or by mail. To enter online, players can go to [sclottery.com](http://sclottery.com), login to or create their Players’ Club account, and start entering those tickets. To enter by mail, players must sign the back of the ticket and legibly complete the required information. Just add postage and mail like a postcard.

Make sure to tell your players to play all three games in the **MILLION DOLLAR SERIES**.

**Remind players that have already created a Players’ Club account for the \$1 and \$2 Instant Replay Promotion, they don’t have to register again. Just log in to enter!**





## SPOTLIGHT

# Hot Spot #2009

By Shannon McKee, Upstate MSR

Walk through the door of **Greenwood's Hot Spot #2009** and if the smell of mouthwatering hot dogs doesn't greet you first, you'll be welcomed by some of the sweetest and friendliest ladies around.

Manager Crystal Marler and her staff create a helpful and friendly atmosphere for all of their lottery players. "Providing accurate information along with outstanding service are the keys to having great sales," Marler said.

Informing their players of upcoming tickets, promotions, second-chance drawings, and jackpot drawings ensures an upward trend in sales. Recently, the Hot Spot celebrated its first big \$1 million winner on the \$1,000,000 Fortune instant ticket. The lucky winner was a loyal player and customer. Selling the winning ticket earned this store a \$10,000 selling bonus.

These ladies definitely have a recipe for success. Focusing their attention on exceptional customer service and friendliness keeps customers coming back to visit again soon.



Pictured from left to right: Ellen Kanyszek, Manager Crystal Marler, and Pam Calhoun of the Hot Spot #2009 in Greenwood. Their secret for success is simple: excellent customer service!

## New Games

Scheduled to launch Tues., February 3:



Scheduled to launch Tues., February 24:



Launch dates and tickets are subject to change.  
Artwork shown is not necessarily representative of final product.

## TICKET Alerts

### LAST DAY TO SELL

Wed., Feb. 11: \$1,000,000 Fortune (#700)

Wed., Feb. 18: The Lucky Spot (#683), Crazy Cash (#696) and More Cash! (#697)

### LAST DAY TO RETURN

Fri., Feb. 6: Hit \$200,000 (#690) and Money Money Money (#708).

Fri., Feb. 20: Cash Money (#701)

Fri., Feb. 27: EZ Grand (#643)

### LAST DAY TO REDEEM

Tues., Feb. 10: Silver 6's (#686) and Serious Jack (#678)

Tues., Feb. 24: Carolina Riches 11th Edition (#607)

- Dates Current as of  
12/19/2014.